



STATE OF IDAHO



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FOR IMMEDIATE RELEASE

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Families Encouraged to Eat Local for Farmers Market Week

Celebrate Idaho Farmers Market Week August 1-7, 2010. The number of farmers markets in Idaho has increased from 24 in 2006 to 56 in operation today. Farmers markets are a great place to find quality local products and discover the bounty of Idaho agriculture.

ISDA Deputy Director Brian Oakey will commemorate Idaho Farmers Market Week, held in conjunction with National Farmers Market Week, with a visit to the Nampa Farmers Market on August 7. Other special events and activities will also be coordinated by individual markets across the state to celebrate the diversity and availability of fresh, local products at farmers markets.

"Farmers markets are a great asset to the state. They not only supply fresh produce and artisan products to consumers - but also provide economic activity and a sense of community," commented Deputy Director Oakey. "Sales generated at farmers markets are reinvested right back into the local economy providing returns to Idaho's local communities."

Oakey will be encouraging families to try new recipes featuring fruits or vegetables from the market in honor of Idaho Farmers Market Week. Farmers markets offer a variety of high-quality products, including fresh fruits and vegetables, meats, fresh breads, specialty foods, wine and more.

Special events at the Nampa Farmers Market August 7 include entertainment beginning at 9:00 am, a reading of the Idaho Farmers Market Week Proclamation at 10:00 am followed by a chef demonstration. Recipe cards of family friendly recipes will be available featuring ingredients from the market. More local recipes are available online at www.idahopreferred.com.

For a list of current farmers markets throughout Idaho, visit www.agri.idaho.gov.

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